



# *Fishmonger.com casts industry-wide nets with e-commerce.*

<b>Application</b>	B-to-B and B-to-C e-marketplace for the worldwide seafood industry
<b>Business Benefits</b>	Closed five auctions totaling \$400,000 in trade in the first three weeks
<b>Software</b>	IBM DB2® Universal Database™ for AIX® IBM WebSphere™ Commerce Suite Pro Edition 4.1 IBM WebSphere Catalog Architect
<b>Hardware</b>	IBM RS/6000®
<b>Services</b>	IBM Global Services

Not since the introduction of on-board navigation systems has the fishing industry taken the leap that it has with the launching of Fishmonger.com.

Fishmonger.com — the newest brainchild of Tom Poole, veteran founder of online communities such as Senior.com and eSociety — brings the fragmented and volatile seafood industry to the hub of an e-marketplace. Poole, once a professional fisherman himself, has assembled a management team consisting of veterans from both the fishing industry and the e-business community arena.

*“IBM is well established and still sets an unparalleled standard for excellence. It has the broad reach and deep scope of resources we need to construct sophisticated e-business transactions for years to come.”*

*– Tom Poole, CEO and Founder, Fishmonger.com*



*At Fishmonger.com seafood and IT industry veterans have come together to create a model for e-marketplaces.*

## *e-business — redefining the image of business leadership*



*Fishmonger.com provides community and commerce for the entire seafood industry.*

The seafood industry is comprised of a long chain of disparate global buyers and sellers, all of whom are concerned with shipping, purchase and sale prices, government regulations, product quality and time to market. These lasting concerns drive the industry to take advantage of new technologies, forms of payment and logistical innovations. Faster, fresher and at the best price possible — that is what an e-marketplace like Fishmonger.com can help deliver.

Poole and his team approached IBM Global Services and worked closely with the consultants to create a solution that would meet Fishmonger.com's ambitious goals. Says Poole, "Fishmonger.com is a bleeding-edge solution, and to build it we needed bleeding-edge experts."

IBM Global Services and Fishmonger.com set to work on building the community infrastructure, consisting of IBM WebSphere Commerce Suite Pro Edition (now part of the IBM WebSphere Commerce Suite family of products) and Lotus® Domino to invite the participation it needed for sustaining a rich trading experience. It then took only two months to develop the complex commerce portion of the Web site with IBM DB2 Universal Database for AIX and IBM WebSphere Catalog Architect.

As a result of the solution, Fishmonger.com closed five auctions and facilitated trade for \$400,000 in seafood after just three weeks. This rapid success, combined with the Web site's full store of industry-related news and activism, is in part due to Fishmonger.com's visionary technology choices.

"We felt that IBM could provide our solution," says Poole. "IBM is well established and still sets an unparalleled standard for excellence. It has the broad reach and deep scope of resources we need to construct sophisticated e-business transactions for years to come."

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bleeding-edge solution,  
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### **Bringing an industry from disparity to cohesion**

IBM Global Services used WebSphere Commerce Suite to capture the detailed membership information relevant to the community features of Fishmonger.com. Combined with WebSphere Commerce Suite is Lotus Domino for an enhanced security model, that further protects customers while they interact with both the commerce and community features of Fishmonger.com.

WebSphere Commerce Suite and WebSphere Catalog Architect are part of IBM WebSphere software platform — a comprehensive set of integrated, award-winning e-business solutions.

By accessing Fishmonger.com's features with their Web browsers, users — from fishermen to distributors to restaurant managers — can join forums on a number of different industry-related topics, including environmental concerns, aquaculture and food service. Users can access information on fishing associations and link to other industry-related Web sites. Fishmonger.com also maintains a current listing of events ranging from regional public meetings to international expositions.

Industry-related news is also posted on the site, as well as weather maps for both hemispheres. Relevant articles written by respected leaders and columnists are updated several times a day to keep the Web site fresh and its members informed.

Using the auction features of WebSphere Commerce Suite, IBM Global Services developed two traditional styles of auction for the site — Ford Open Cry and Dutch — which act as trading platforms for seafood. Here buyers and sellers can interact much the same way they would at live auctions. When participating in the auction, customers of Fishmonger.com can drill-down on seafood categories to find out everything from the way it was caught to the way it will be packaged for shipment. To achieve this level of detail for traders, IBM Global Services placed data for 80,000 seafood species into the DB2 Universal Database catalog using WebSphere Catalog Architect.

*“IBM is working overtime to make sure that what it delivers to the market is second to none. For mission-critical needs IBM has scalable hardware, like the RS/6000, and high-quality software, such as DB2 Universal Database and WebSphere Commerce Suite — all supported by a significant services component.”*

*– Tom Poole*



*Online auctions provide the fishing community with a solution to move their perishable products.*

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### **Steering toward the future**

With an arena as massive as the seafood industry — a \$352 billion-a-year global market — Fishmonger.com has a lot of room to grow. In addition to future catalogs of industry-related equipment, Fishmonger.com has recently added features such as its "Call to Arms" — an update on current legislative concerns with direct e-mail links to political representatives and industry decision makers.

With the pioneering hub Fishmonger.com is offering, it is clear that Poole and his team plan to be around for the long haul. Their commitment to bleeding-edge solutions is creating an influential industry voice and e-marketplace that continues to win Fishmonger.com both respect and praise.

This commitment could be the reason why IBM CEO Lou Gerstner told Federal Reserve Chairman Alan Greenspan, "Fishmonger.com is my new favorite" e-commerce company.

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